



**IMPROVING
LOCAL LIVES
THROUGH**



**LOCAL
LOVE**

**COMMUNITY
IMPACT
REPORT
2022-2023**



United Way
Lethbridge &
South Western Alberta

OUR MISSION:

To build a better community by organizing the capacity of people to care for one another.

OUR VISION:

We envision Communities where everyone works together to ensure poverty is temporary, individuals and families live healthy lifestyles, and that children and youth have the tools they need to reach their full potential.

BECOMING STRONGER TOGETHER...

Hello. Oki. I am so grateful to have joined the United Way team. We continue to work diligently on our mission everyday, and listen to the community needs of Lethbridge & South Western Alberta.

United Way remains focused on bringing together agencies, volunteers and donors. We work to ensure donor funding supports the most vital needs and where we can champion the most fundamental impact.

Times are difficult for many. Our 211 information and referral service has seen an increase in calls for mental health support and food and housing security. The after affects of Covid-19 will remain with us for quite awhile, but our community is resilient and we are ready to create lasting social change where no one gets left behind.

Because of support through financial donations, in-kind gifts and volunteer contributions, United Way makes sure families have nutritious food. It creates opportunities for social inclusion. It helps kids be confident in themselves. It helps create pathways out of poverty so people and families in our community can thrive.

Thank you to our donors, volunteers, and agency partners for making our communities a better place to live, work, and play. Together we are united as change makers and making the most profound difference yet.

With many thanks,



JACI ZALESAK,
Executive Director
UNITED WAY LETHBRIDGE
&
SOUTH WESTERN ALBERTA



UNITED WAY'S IMPACT COMMITTEE

As we transition to life post-pandemic, the value of community programs and services remains clear, not only for the people who use them but for the well-being of the community as a whole.

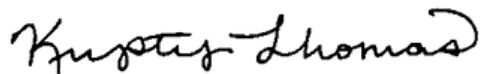
Grants from United Way's Community Fund help local organizations to keep community programs running effectively and uninterrupted. With many organizations still feeling the impact of COVID-19, the need for 2022 Community Fund support outweighed our capacity. Our Impact Committee and the Funding Allocations Committee - a team of community volunteers - faced no easy task in identifying the most pressing community needs and narrowing the focus to invest \$80,000 in 11 programs and services best equipped to address them.

The Funding Allocations Committee spends a significant amount of time reviewing and evaluating each application received. We believe that since our support comes from the community, donors and community members ought to be involved in prioritizing United Way funding.

We strive to build committees which represent a wide cross section of individuals with varied knowledge, lived experiences and perspectives to help us make the best investment decisions possible.

Today, 81 years after the first community fundraising campaign, I am thankful for the support of each and every Community Fund donor, workplace campaign partner, and community volunteer. Along with the United Way staff team, I look forward to many more years of United Way support for the community.

Thank you and sincerely



KRYSTY THOMAS,
Chair, Impact Committee
UNITED WAY LETHBRIDGE
&
SOUTH WESTERN ALBERTA



United Way Funding Priorities

Poverty To Possibility



Poverty is a complex and far-reaching issue, often persisting across generations, making it exceedingly difficult to overcome. United Way is dedicated to ensuring that families and individuals have access to immediate support.

Healthy People, Strong Communities



The pillar of Healthy People, Strong Communities revolves around engaging and mobilizing residents to collectively enhance access to vital resources and foster the revitalization and fortification of neighborhoods. United Way plays a crucial role by investing in programs that contribute to the development of vibrant and inclusive communities, where residents can feel safe and experience overall well-being.

All That Kids Can Be



Recognizing that children and youth are the future of our communities, United Way acknowledges the significance of providing them with a solid foundation for success and independence. United Way emphasizes the importance of early literacy and development programs, positive school experiences, high school graduation, recreational activities, mentorship opportunities, and the exploration of talents and interests.

IN 2022-2023

YOUR DONATIONS SUPPORTED



11 AGENCIES



11 PROGRAMS



+1,236 INDIVIDUALS



+4,132 SERVICE INTERACTIONS



THANK YOU!

LIVES IMPACTED IN SOUTHERN ALBERTA

+36

COMMUNITIES



- Aetna
- Barnwell
- Blairmore
- Brockett
- Calgary
- Cardston
- Champion
- Claresholm
- Coaldale
- Coalhurst
- Coleman
- Coutts
- Crowsnest Pass & Area
- Del Bonita
- Diamond City
- Foremost
- Fort Macleod
- Granum
- Lethbridge
- Lethbridge County
- Lundbrek
- Magrath
- Milk River
- Monarch
- New Dayton
- Nobelford
- Picture Butte
- Pincher Creek
- Raymond
- Spring Coulee
- Standoff
- Stirling
- Taber
- Vauxhall
- Warner
- Welling

POVERTY TO POSSIBILITY

HELPING PEOPLE AVOID OR MOVE OUT OF
POVERTY, EXPLORE EMPLOYMENT RESOURCES,
AND ACCESS NUTRITIOUS FOOD



The Baby Bundle Program at Interfaith Food Bank provided **336 Baby Bundle hampers** to new parents containing baby food, formula, and health and safety supplies. United Way funds assist in purchasing baby food and formula which are less frequently donated, and by regulation, must not be past expiry dates.

"Marie" is over 40 and has grown children. Her husband had become unable to work due to illness, so she decided to upgrade her education and was planning to become an Addictions Counsellor when she experienced an unexpected pregnancy. Unable to finish her schooling after the birth of her child, she was suddenly faced with insufficient income and had to resort to the food bank to make ends meet. In addition to receiving Baby Bundles, diapers and formula that she was exceptionally grateful for, she was also connected through our Resource Room to access income supports and childcare subsidy so she could return to her schooling. While she still relies on the food bank occasionally, she is excited about her future, and is now successfully juggling school, parenting a little one, and meeting immediate needs at home.



A total of **205 individuals** were supported through the **Volunteer Tax Program and replacement identification documentation program**. Helping women and their families access supports including Canada Child Benefit, GST rebate, Lethbridge Housing support, and AISH, along with income tax refunds.



The **Emergency Financial Assistance** program gave help to **72 people** in the Lethbridge region to assist with medication costs, food, housing security, and transportation to kidney treatment appointments.

HEALTHY PEOPLE STRONG COMMUNITIES

PROMOTING SUPPORTIVE FAMILY RELATIONSHIPS,
POSITIVE MENTAL HEALTH, PHYSICAL WELLBEING,
INCLUSION AND ACCESSIBILITY



16 people with pan-disabilities and their family members living in the Claresholm area received support through the **Family Support Program**. Children received support to navigate school-related challenges like bullying. Parents had support to access community and government supports for people with disabilities.



133 people were supported in the **Rural Outreach Program** in accessing virtual programs and group activities, and provided **346 one-on-one family support sessions** for individuals living with Parkinson's, helping them remain connected to social opportunities, and peer supports.



165 Individuals with developmental disabilities and their families received support on 450+ occasions through the **Caseload Capacity Sustainability Program** to plan for an inclusive life through the transition from youth to adulthood. Beyond Graduation workshops break down steps and help families create a plan focused on, and directed by the youth with a developmental disability.



163 individuals accessed the **Self Advocacy Workshops & Resources** to help develop skills to advocate for themselves in daily life, and empower them to ensure that voices from the disability community are heard. Workshops and resources ensure citizens stay safe and make informed decisions.

ALL THAT KIDS CAN BE

SUPPORTING SCHOOL READINESS, IN AND AFTER-SCHOOL SUPPORT, MENTORING, HEALTHY DEVELOPMENT, EMERGENCY SHELTER



90 individuals were served **262 times** through the **Ready for School Family Literacy program**. Immigrant children, 0-5 years use role modelling and play kits to increase parents' understanding of brain development, attachment, and how children adjust to different learning environments.



The Wood's Homes emergency youth shelter supported **32 youths experiencing homelessness**. With shelter opening hours during evenings and weekends, youth can count on a safe, supportive place to access crisis support, counselling, meals, and more.



CHINOOK SEXUAL
ASSAULT CENTRE

The Chinook Child & Youth Advocacy Centre served **172 individuals** on **971 different occasions** to prepare children for **forensic interviews, court** and working with children and families on the **reduction of trauma** assistance in general well-being. The CCYAC creates pathways through advocacy and connections to treatment and community resources to lessen the impact of trauma.



93 children attended the **Safe Haven Summer Day Camp**, taking part in daily activities to express creativity, build healthy relationships, develop self-confidence, and explore the community. Targeted to children and families who have experienced bullying or family violence, the Summer Day Camp allows kids to develop skills to work through anger and frustration, and supports them in breaking cycles of violence.

OTHER IMPACT

+1,734

**Total number of
volunteer hours**



+110

**Total number
of Volunteers**

+300

**VOLUNTEER
OCCASIONS**



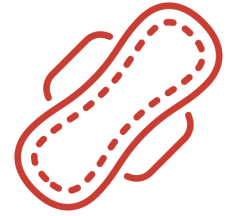
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**POVERTY
SIMULATION
WORKSHOPS**



+23,000

**MENSTRUAL HYGIENE
PRODUCTS
DISTRIBUTED TO LOCAL
SCHOOLS &
ORGANIZATIONS**



**62 CHROMEBOOKS
DISTRIBUTED TO LOCAL
SCHOOLS
DONATED BY ATB**



THANK YOU INDIVIDUAL AND CORPORATE LEADERSHIP DONORS!

In 2022, gifts to our Community Fund at the Leadership level of \$1200 or more have fueled our work and helped ensure a stable source of funding is available to support essential community programs.

THANK YOU!

- AB Agriculture & Forestry
- AB Community & Social Services
- AB Environment & Parks
- AB Health Services
- AB Justice & Solicitor General
- AB Labour
- AB Public Service Commission
- AB Transportation
- Agri Food & Agriculture Canada
- Allan & Fran Caldwell
- Alta Link
- ATB
- BMO
- Border Services
- Chris Murray
- CIBC
- Community Foundation, Brandon Area
- Cooperators
- Coreteva
- Costco
- CRA
- Davidson & Williams LLP
- Davis GMC Buick Ltd.
- Dr. Andre Laroche
- Enterprise- Rent- A – Car
- Farm Credit Canada
- Food Inspection Agency
- Gordon Gilmour
- Government of Canada Work Place Charitable Campaigns Retirees
- Government of Canada Workplace Campaigns (GCWCC)
- Janelle Marietta
- Kasko Cattle Company
- Katherine Collett
- Keilan Scholten
- Lethbridge Hurricanes
- Lethbridge Iron Works
- Lethbridge Toyota
- Lori Harasem & Duane Piper
- Lorne Charlesworth
- Michele Frick
- MNP LLP
- Murray Chevrolet Cadillac
- Rachel Foster
- RBC Foundation
- Rhino Security
- Rocky Mountain Equipment
- Roger & Elnora Drupt
- Rose DeClerck-Floate
- Ryan Christie
- Scotiabank
- Scott Stevens
- Service Canada
- Service Credit Union
- Silver Ridge Construction
- Shell
- Syngenta
- TD Bank Group
- Terry Slawson
- Tim Schipper
- TransAlta
- Westland Insurance Brokers Ltd.



**WE ARE ALSO
GRATEFUL FOR THE
LOCAL LOVE OF THOSE
LEADERSHIP DONORS
WHO HAVE CHOSEN
TO REMAIN
ANONYMOUS!**

PERIOD
PROMISE

PERIOD PROMISE CAMPAIGN

Monthly Menstruation Products Are A Necessity



United Way
Period Promise Campaign
Health and Dignity for Everyone

- Almost one-quarter of Canadian menstruators say they have struggled to afford menstrual products for themselves or their children
- When people don't have access to menstrual products they miss school, work, other opportunities to contribute to their community.
- On average it costs \$6000 for a menstruating person over the course of their lifetime to purchase menstrual products.
- Many simply cannot afford the products and will use makeshift products or use products longer placing their health in jeopardy and their life at risk.



United Way's Period Promise Campaign was able to spread the local love thanks to a coordinated effort of corporate and individual donations. Making a difference to those who don't have access to hygiene products makes a tremendous difference in those having to choose between a meal and purchasing menstrual products.

TAMPAX

always

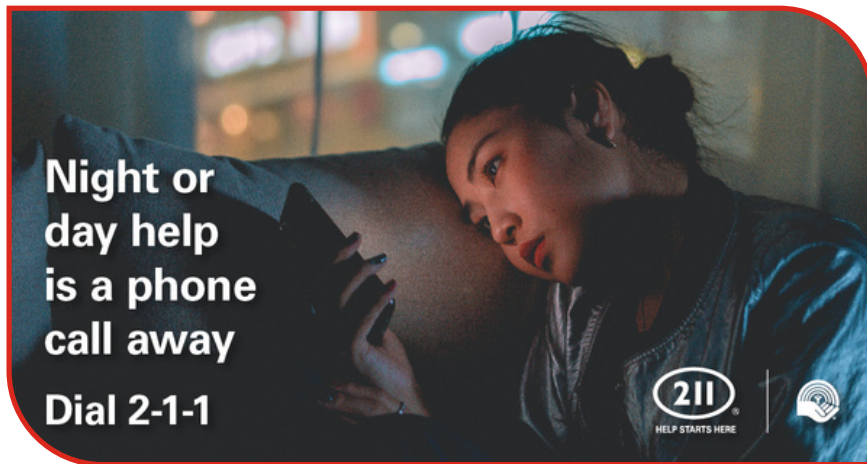
G&T GRAND&TOY.



HELP STARTS HERE

Make the Right Call.

For non-emergency health and social needs, anyone living anywhere in Canada can contact 211 to get connected to local supports and services.



Late in 2020, thanks to support from United Way Centraide Canada, and the Government of Canada's Emergency Community Support Fund, the 211 information and referral service was expanded to reach Canadians from coast to coast.



211 is free, confidential and available 24/7 with interpretation in over 150+ different languages. Navigators assist callers in locating and accessing community and government assistance programs best suited to address their unique needs.

In 2022, residents of Lethbridge and South Western Alberta contacted the 211 service more than 1,000 times with some of the most frequent reasons for contact being access to basic needs, income support and employment, followed by mental health and substance use disorders.

Across Alberta, the 211 service was contacted 87,596 times with 89.5% of the contacts occurring by phone, showing how critical the need for person-to-person support is.

Community organizations in Lethbridge & South Western Alberta are encouraged to connect with 211 Alberta to list their programs so that navigators can direct callers to the most appropriate local services.

A COMMITMENT TO REDUCE POVERTY

LIVING WAGES ALLOW PEOPLE TO NOT JUST SURVIVE, BUT TO MEET THEIR BASIC NEEDS, LIVE IN DIGNITY AND PARTICIPATE IN THEIR COMMUNITY.

Provincial governments enforce and make it obligatory for employers to comply with the minimum wage. In Alberta, the provincial government has set the minimum wage at \$15.00 per hour, while workers under 18 are entitled to \$13.00 per hour. However, for many workers, even those working full-time, the minimum wage remains insufficient to lift them out of poverty.

On the other hand, living wages are not mandated by law and are at the discretion of employers. They are determined by using Statistics Canada's Market Basket Measure (MBM) and account for the average expenses associated with a specific set of goods in local communities. These expenses include childcare, transportation, shelter, clothing, and food. The living wage takes into consideration the hourly pay rate necessary for a household to sustain a modest standard of living after accounting for government transfers and taxes.

In 2022, United Way collaborated with the Alberta Living Wage Network to calculate the living wage for Lethbridge. Their aim was to encourage employers across all industries to commit to paying their employees enough to cover their living expenses. The weighted average for the living wage in Lethbridge was determined to be \$20.30 per hour.

United Way of Lethbridge & South Western Alberta takes pride in being recognized as a certified Living Wage Employer. We are joined by esteemed community partners such as Interfaith Food Bank and the Lethbridge Food Bank.

For more information on how living wages are calculated, or how to become a certified Living Wage Employer in the province of Alberta, visit livingwagealberta.ca.



THE QUEEN ELIZABETH II'S PLATINUM JUBILEE MEDAL



The Queen Elizabeth II's Platinum Jubilee Medal (Alberta) was created in 2022 by the Government of Alberta through the Queen Elizabeth II Platinum Jubilee Recognition Act. The medal was awarded to 7,000 deserving Albertans through collaboration with provincial partners to ensure an equitable representation of all regions and all fields of endeavor.

This medal is a tangible way to publicly acknowledge the work and dedication of those Albertans, who are actively contributing to our province and country and to pay tribute to the example set by Her late Majesty throughout her lifetime.

United Way Lethbridge & Southwestern Alberta is proud to have been involved in this recognition initiative and to have nominated nine outstanding individuals who received this prestigious medal.



John Coombs



Devon Hargreaves



Adonus Arlett



Anita Huchala



Amanda Jensen



Michael Marcotte



Tina Rayn McAlister



Aris Slingerland



Ryan Wagner



Chillin 4' Charity, organized by the Dhillon School for Business Students' Association. We are thankful for everyone who was brave enough to jump in the cold pool on a chilly winter day to help raise funds for United Way.



The **Red Tie Gala** was created as a new event this year to honor those who offered their philanthropic efforts to United Way including volunteerism, workplace campaigns, leadership giving, community events and in-kind donations. Generosity through time, talent and treasure, means so much to the United Way.

**LOCAL
LOVE
GOLF
CLASSIC**

The **Local Love Golf Classic** brings a day of fun outdoors at Paradise Canyon Golf Resort. This event, with its rich history, serves as a platform for fostering connections and making a positive impact. In 2022, the Local Love Golf Classic successfully raised \$27,000 to support the mission of United Way, contributing to the betterment of our community.

TOGETHER WE ARE STRONGER



At every Lethbridge Hurricanes home game you will see the United Way team and volunteers selling **Jersey Raffle** tickets to win a Canes Jersey. This year United Way raised over \$15,000 thanks to the fans and the Lethbridge Hurricanes.



United Way collaborates with numerous local companies, providing employees with a convenient opportunity to give back to their communities through **Workplace Campaigns**. These campaigns offer various options, including payroll deduction donations, allowing employees to contribute small recurring amounts directly from their paychecks, making giving more accessible. Many companies offer to match their employees' donations, effectively doubling the impact and extending support within the community.



United Way hosts a variety of **Poverty Simulation** workshops to help individuals understand the affects of poverty. This interactive and learning experience challenges participants to take on a new identity with limited resources and understand the realities of poverty in our local communities.

Community Services Recovery Fund



Now more than ever, charities and non-profits are playing a key role in addressing persistent and complex social problems faced by all Canadians. **The Community Services Recovery Fund is a \$400 million investment from the Government of Canada** to support charities and non-profits as they build resilience by making investments in their people, organizations, and program innovation.

United Way Lethbridge & South Western Alberta is proud to be taking part in the Community Services Recovery Fund, a collaboration between United Way Centraide Canada, Canadian Red Cross, and Community Foundations of Canada to provide funding to Community Service Organizations, including non-profit organizations, Indigenous Governing Bodies, and Registered Charities located across Canada. The Community Services Recovery Fund responds to what charities and non-profits need right now and supports organizations as they adapt to the long-term impacts of the COVID-19 pandemic.

Funded by the
Government of Canada's
Community Services Recovery Fund

Canada 

UNITED WAY LETHBRIDGE & SOUTH WESTERN ALBERTA BOARD OF DIRECTORS

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Vice President - Crystal Good Rider
Treasurer - Catherine Filgas
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Director - William Serink
Director - Stephen Onyango
Director - Mark Scheffelmair
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Director - Lori Harasem

UNITED WAY LETHBRIDGE & SOUTH WESTERN ALBERTA STAFF

Executive Director - Jaci Zalesak
Resource Development Manager - Jackie French
Marketing & Communications Coordinator - Ali Siees

Thanks To the 2022 Previous United Way Staff
Janelle Marietta, Connolly Tate-Mitchell & Riley Swanberg

UNITED FOR A BRIGHTER FUTURE



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United Way

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